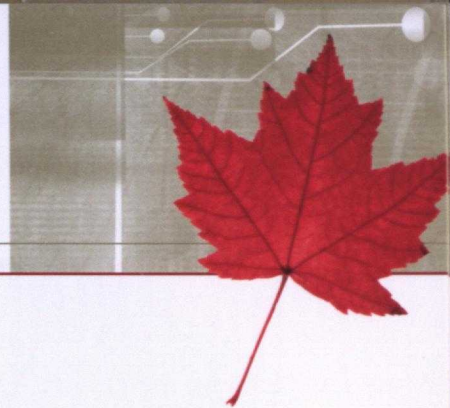


# Gaming



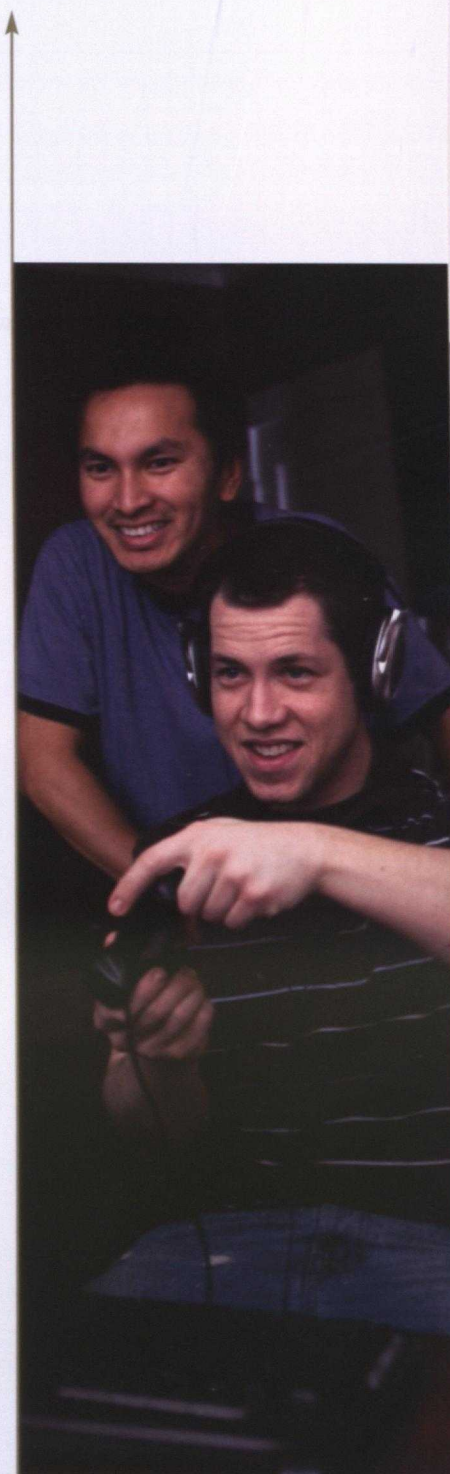
***Canada's digital content talent pool, entrepreneurial zeal, and new media infrastructure are major reasons why electronic games developers have made significant new investments in the Canadian market.***

## Canada's got game

Canada is one of the world's top producers and consumers of video games. Canada's electronic gaming and multimedia industry comprises more than 2,300 firms and 18,000 employees. The industry is experiencing annual growth of more than 20 percent, with revenues exceeding \$3.5 billion. Driving this growth are some of the most recognizable names in the electronic gaming industry, including: Electronic Arts, Ubisoft, Radical Entertainment, Rainmaker Entertainment, KOEI, and Toon Boom. These companies have helped create regional clusters of activity that draw in talent and media assets from across the world. In a 2005 survey published in the magazine *Fast Company*, Vancouver—home of Radical Entertainment and Electronic Arts—was named the "Hollywood of the video game".

Canada has two of the largest video game studios in the world. Electronic Arts, the world's largest producer of video games employs almost 30 percent of its workforce in Canada, including more than 1,800 employees at its studios in British Columbia. Ubisoft, the world's fourth-largest game maker, employs more than 1,500 in its Montréal studios and plans to double that number over the next five years.

Canada's gaming industry comprises a number of major players as well as numerous entrepreneurial startups. Canadian studios are producing many of the most popular video and computer games in the world, and are showing at the top of global rankings. One recent ranking of UK retail sales by Develop 100 found Canadian developers in seven of the top 50 spots, including the first spot for the third year running.<sup>31</sup>



<sup>31</sup> Develop 100. <http://www.develop100.com>